



The Social Advantage: Leverage Social Business To Cultivate Leadership and Innovation

- * Understand the results from companies that have implemented a culture of collaboration and developed standards for social media adoption.*
- * Learn how they've incentivised subject-matter experts to share knowledge, and effectively managed massive amounts of information.*
- * Find out how client-created forums and communities can promote interaction across organisational hierarchies, and facilitate faster problem solving.*
- * We will also share best practices - distilled from a recent IBM study - on how you can develop growth strategies and effectively work beyond ""borders"" in today's dynamic global marketplace.*

28% (1.966M) of the world's population are on the internet



41% (838.3M) are in Asia



Since this Presentation Began, Over 24 Hours
of Video Was Uploaded to YouTube



There are over 200,000,000 Blogs



34% of Bloggers Post Opinions about Products
and Brands



81% of internet users research products & services online



78% of Consumers Trust Peer
Recommendations



Only 14% Trust Traditional Advertisements





Jacksonmax46 Stephen Baker: "A #Jeopardy computer w
fail, embarrassing @IBM and the team." [Final Jeopardy]
#Books <http://dld.bz/NrxD>

1 day ago via Ping.fm



missSHANEMARI_ FAIL ANG PLDT DSL, mas matino pa ang
SUN broadband ko. :\ #fb

3 days ago via web



CTMaynord Treasury to sell P30–b retail bonds: Stat
lenders **Land Bank of the Philippines** and Developm
of the Philippines may for...

2 days ago via twitterfeed



Iecfauni417 RT @DaphneOP: I'm a sucker for rebates. Got the
Citibank cashback card so I could get 5% off meralco, PLDT &
groceries. I hope it doesn't fail me

3 days ago via TweetDeck



panaynews MAYOR SARROSA VICTIM OF LANDBANK
past 35 years, he has been demanding that Land Bar
Philippines (cont) <http://tl.gd/8sncag>

3 days ago via TwitLonger Beta



DaphneOP I'm a sucker for rebates. Got the Citibank cashback
card so I could get 5% off meralco, PLDT & groceries. I hope it
doesn't fail me

3 days ago via TweetDeck



melabayot I'm at Land Bank of the Philippines



chappatin Sintonisa Wiels aki ratu ora e splika e komedia di
direktor di **banko sentral** l politika partidista ku a pasa awe
den staten

2 days ago via Twitter for BlackBerry®



Bet_AnD #FAIL usted ke fue a **san miguel** a ver a su ekipo
perder :(esa es pasion @zafado72 #win por eso :)

about 3 hours ago via Twitter for BlackBerry®



ENTREPRENEURph @bobreyes That's according to the **Banko**
Sentral ng Pilipinas website, www.bsp.gov.ph :D

3 days ago via web



Reb0912 San Miguel Apple flavor = Epic fail + Headache!
Hmp!

about 11 hours ago via web



curacaoken @sablkatrump Eh eh esey ta meskos ku bo
pone Lionel Capriles den RVC di **banko Sentral**.

4 days ago via web



pamsy_wamsy Powerplant with @wackylarii! Gonna watch a
movie after so long and do some shopping-- in national
bookstore and rustan's. Hahaha FAIL! ☺

2 days ago via ÜberTwitter



Djuku @curacaoken Na unda mi por lesá mas tokante e rèdu
ei over Dr. Tromp. Bo kemen Tromp di **Banko Sentral**?

4 days ago via Echofon

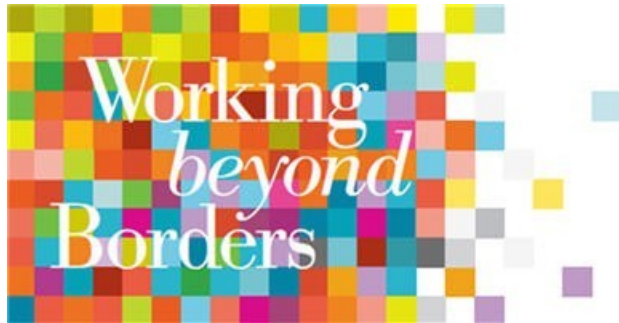
Lotusphere and InformationOnDemand Come to You

Get Social. Do Business. Gain Insight. Optimize Results.

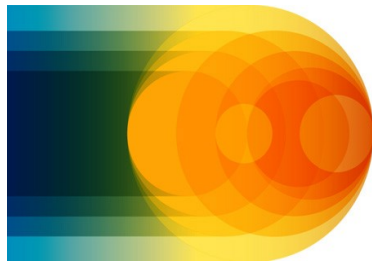
1 March, 2011 Bangkok, Thailand

The Social Advantage: Leverage Social Business To Cultivate Leadership and Innovation

Christopher (Chris) Blake
ASEAN Collaboration Executive
IBM Collaboration Solutions



Insights from the 2010 IBM Global CHRO Study

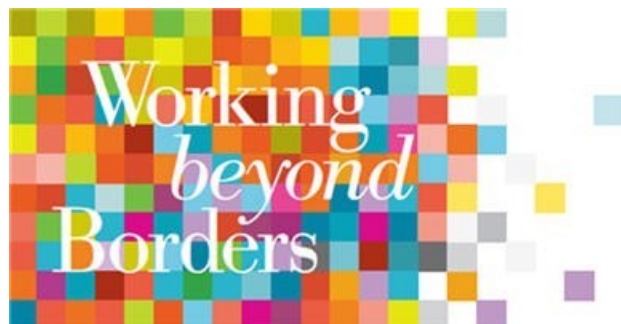


Capitalizing on Complexity

Insights from the 2010 IBM Global CEO Study

[→ Access the report](#)

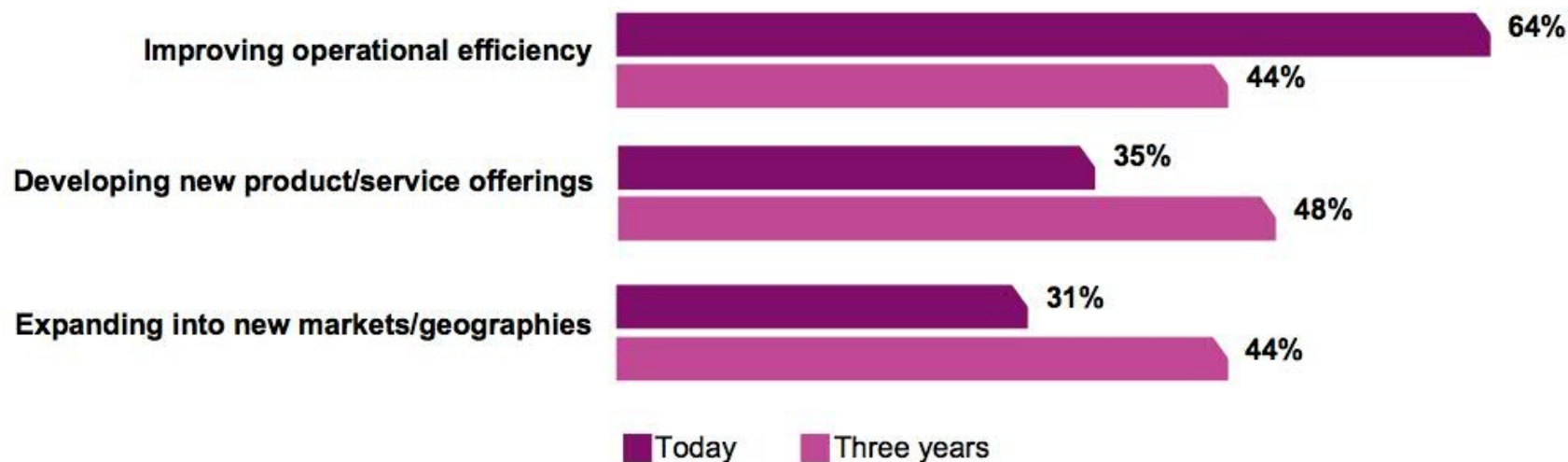
Insights from the 2010 IBM Global CEO Study

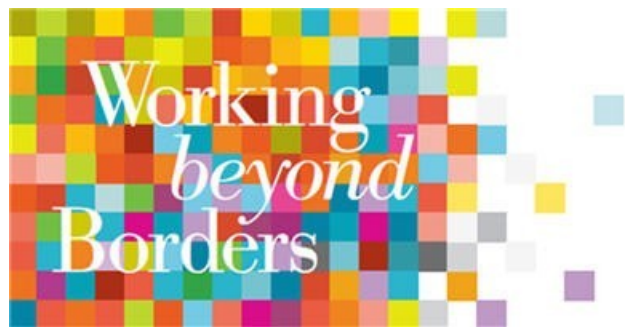


Insights from the 2010 IBM Global CHRO Study

Although operating efficiency is still a top business priority, HR leaders are definitely preparing for expansion over the next three years

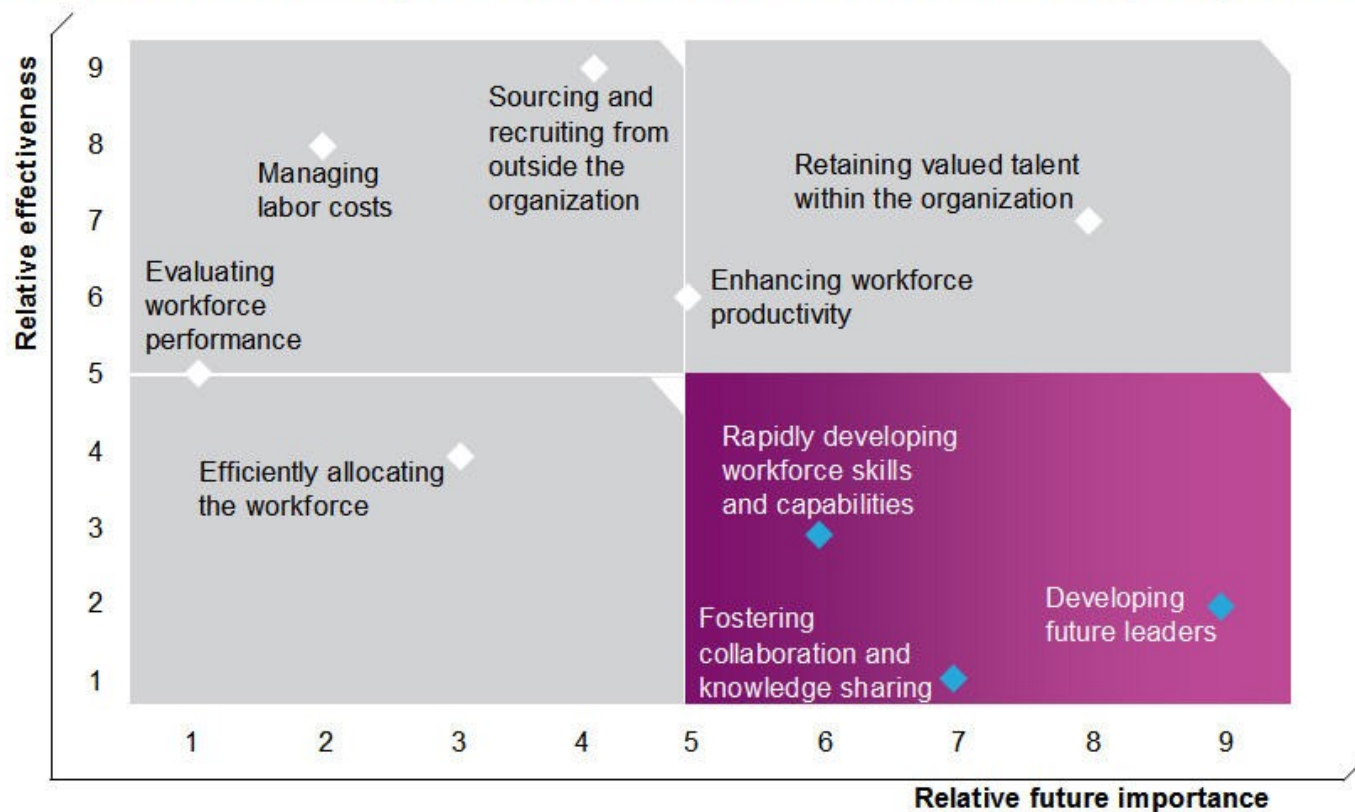
Current and future areas of focus

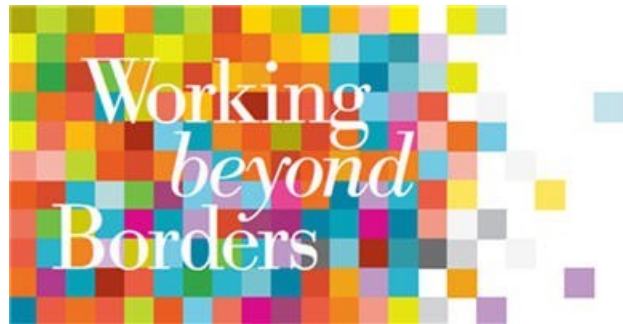




Insights from the 2010 IBM Global CHRO Study

Based on respondents' relative ranking of importance and effectiveness, their organizations fall short in three key capabilities





Insights from the 2010 IBM Global CHRO Study

Cultivating creative leaders

Developing the next generation to lead a more global, flexible and diverse workforce



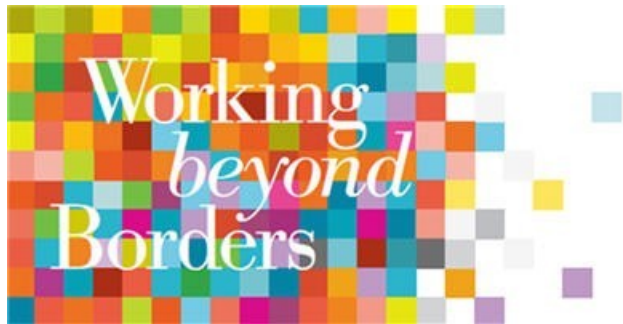
Mobilizing for speed and flexibility

Rapidly develop and deploy workforce skills and capabilities to match emerging opportunities



Capitalizing on collective intelligence

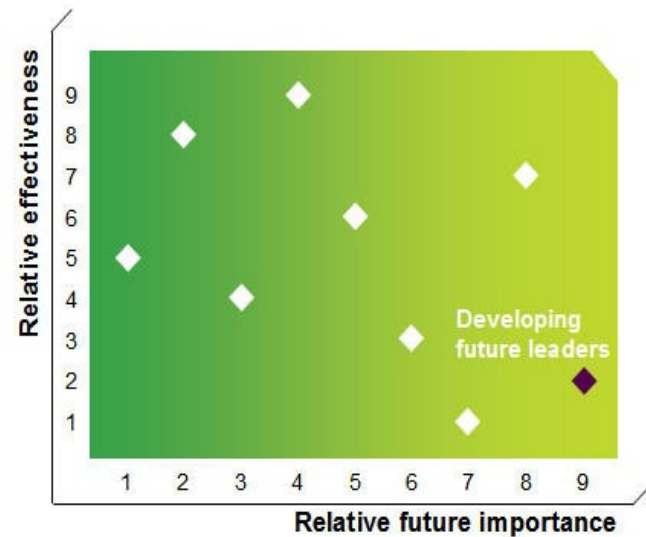
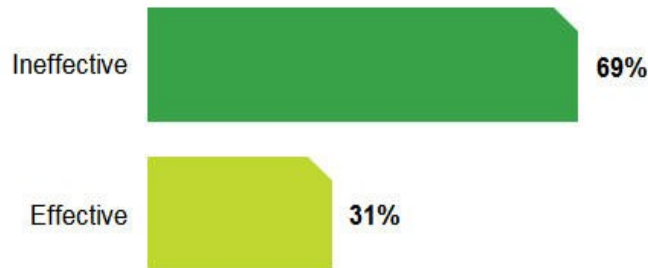
Fostering collaboration and knowledge sharing to drive efficiency and foster innovation



Insights from the 2010 IBM Global CHRO Study

Less than one-third of companies say they are effective at building the next generation of leadership capabilities

Effectiveness at developing future leaders





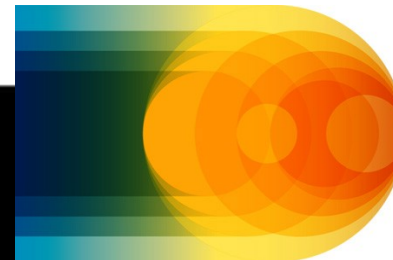
Insights from the 2010 IBM Global CHRO Study

Becoming a social business might be one of the critical keys to staying in business.

Financially outperforming organizations are 57 percent more likely to allow their employees to use social and collaborative tools.

However . . .

“Fewer than 23 percent of employees use social networking or collaborative technologies to preserve critical knowledge... just over a quarter use those tools to spread innovation.”



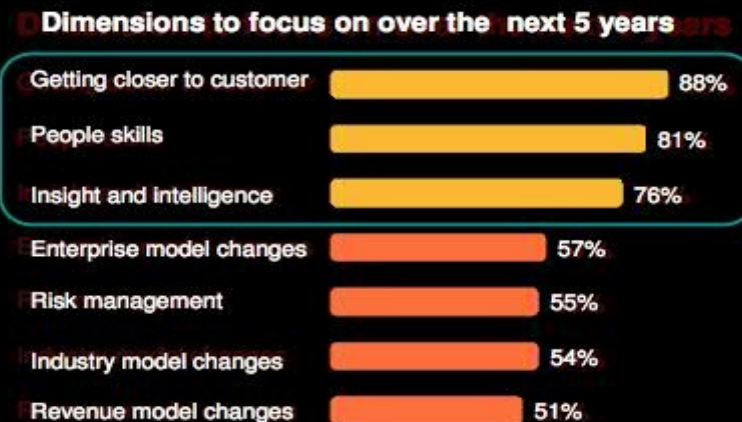
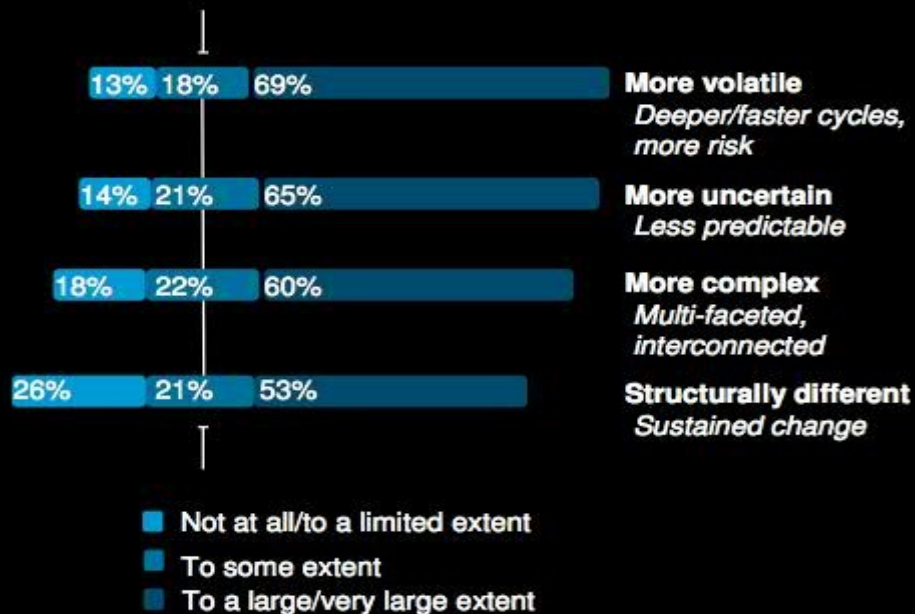
Capitalizing on Complexity

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[→ Access the report](#)

Vast majority of CEOs experience the New Economic Environment as distinctly different

Organizations are experiencing significant upheaval ... and close to 80% of CEOs expect high/very high level of complexity over five years





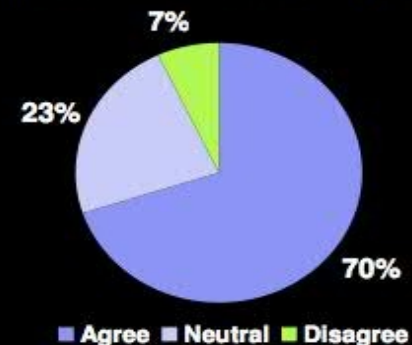
IBM Social Business Industries Symposium
Sponsored by Wired Magazine

Nearly three fourths of executives believe reaching out to customers via social media will help them increase customer advocacy

61%

“Social media fundamentally is going to change the way we do business.”

Using social media and social networking will increase customer advocacy?



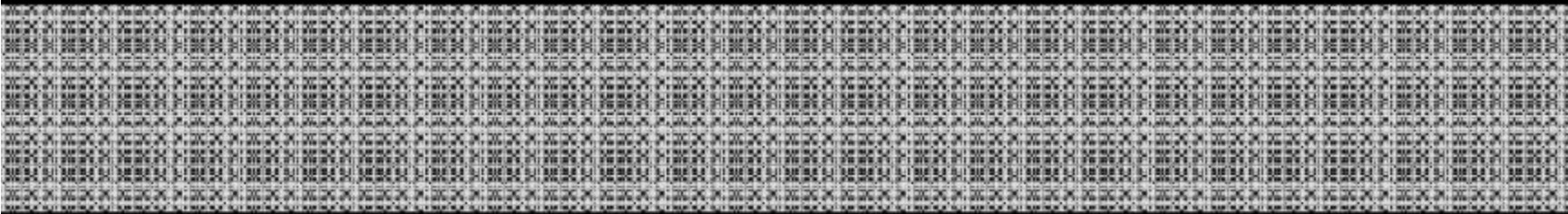
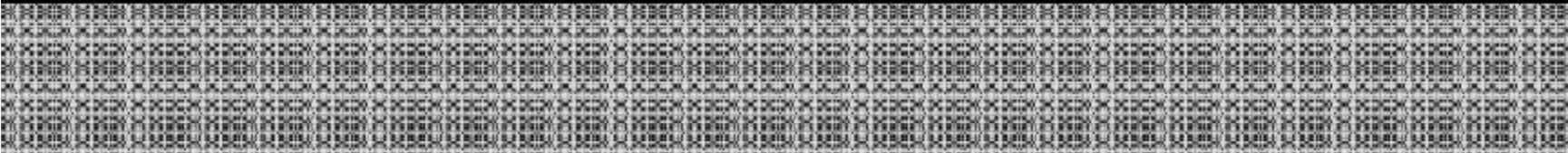
Social Media - Social CRM Strategy Maturity Model



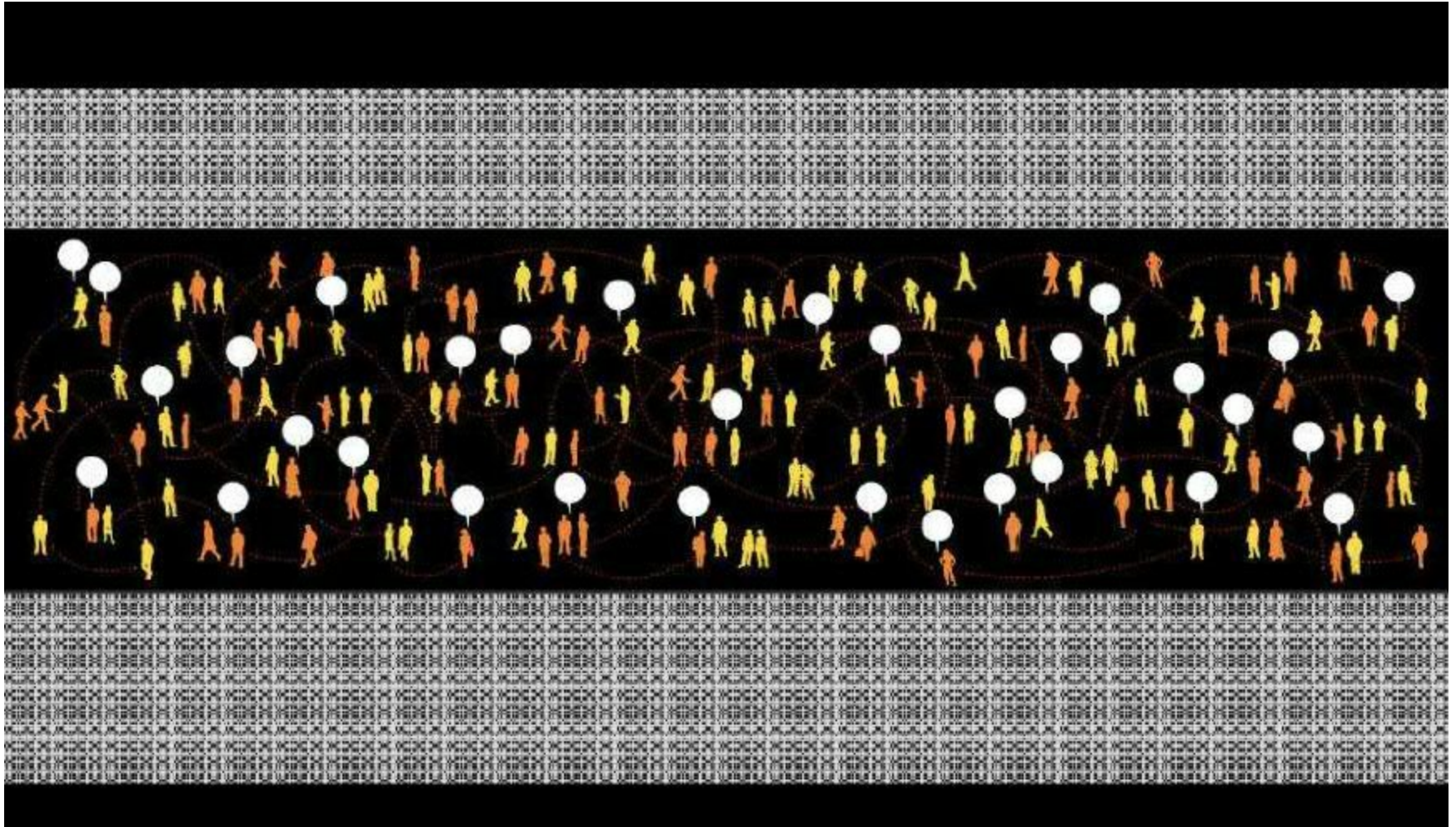


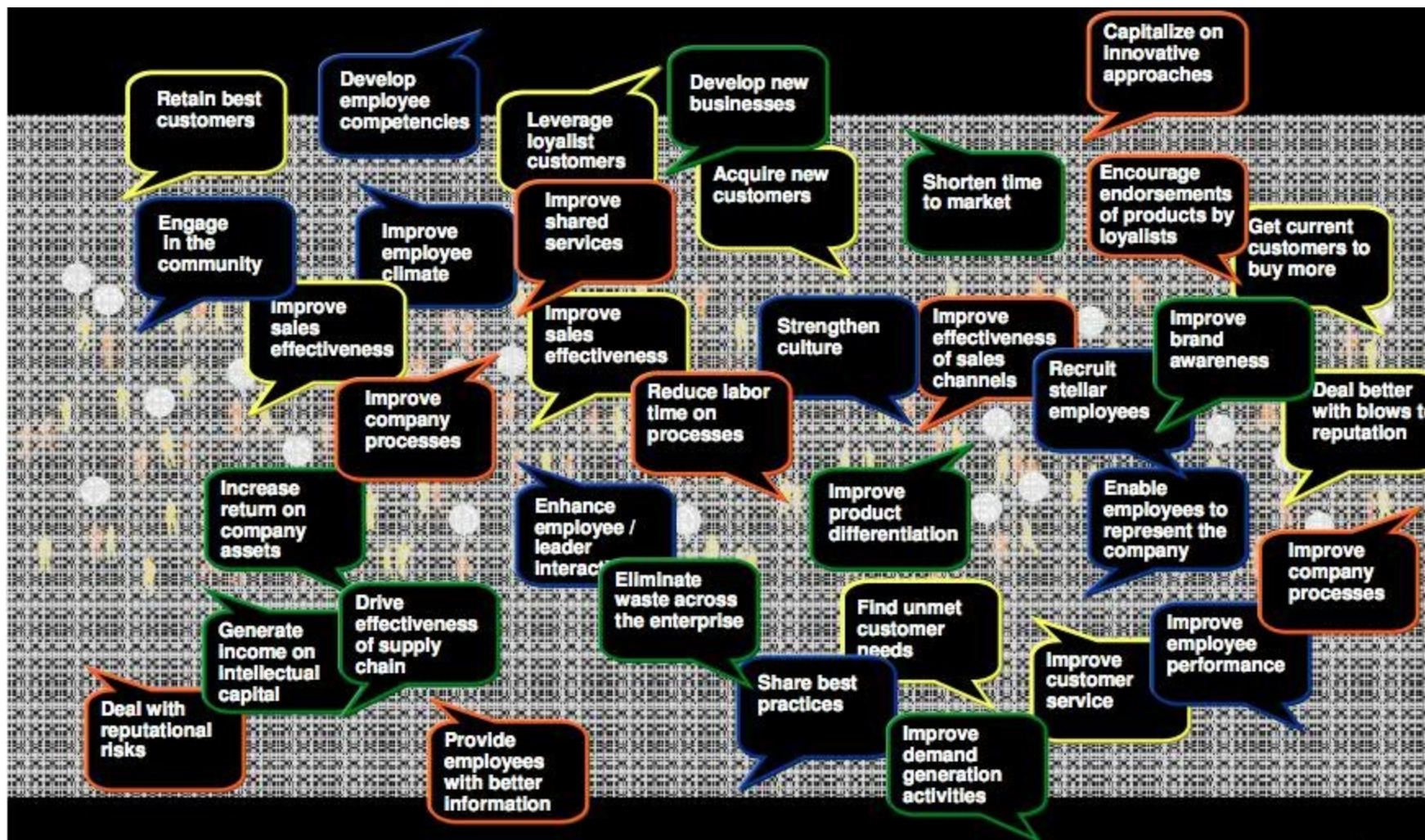
So what does this mean ?

With open boundaries, conversations are starting...



Lotusphere and InformationOnDemand Come to You

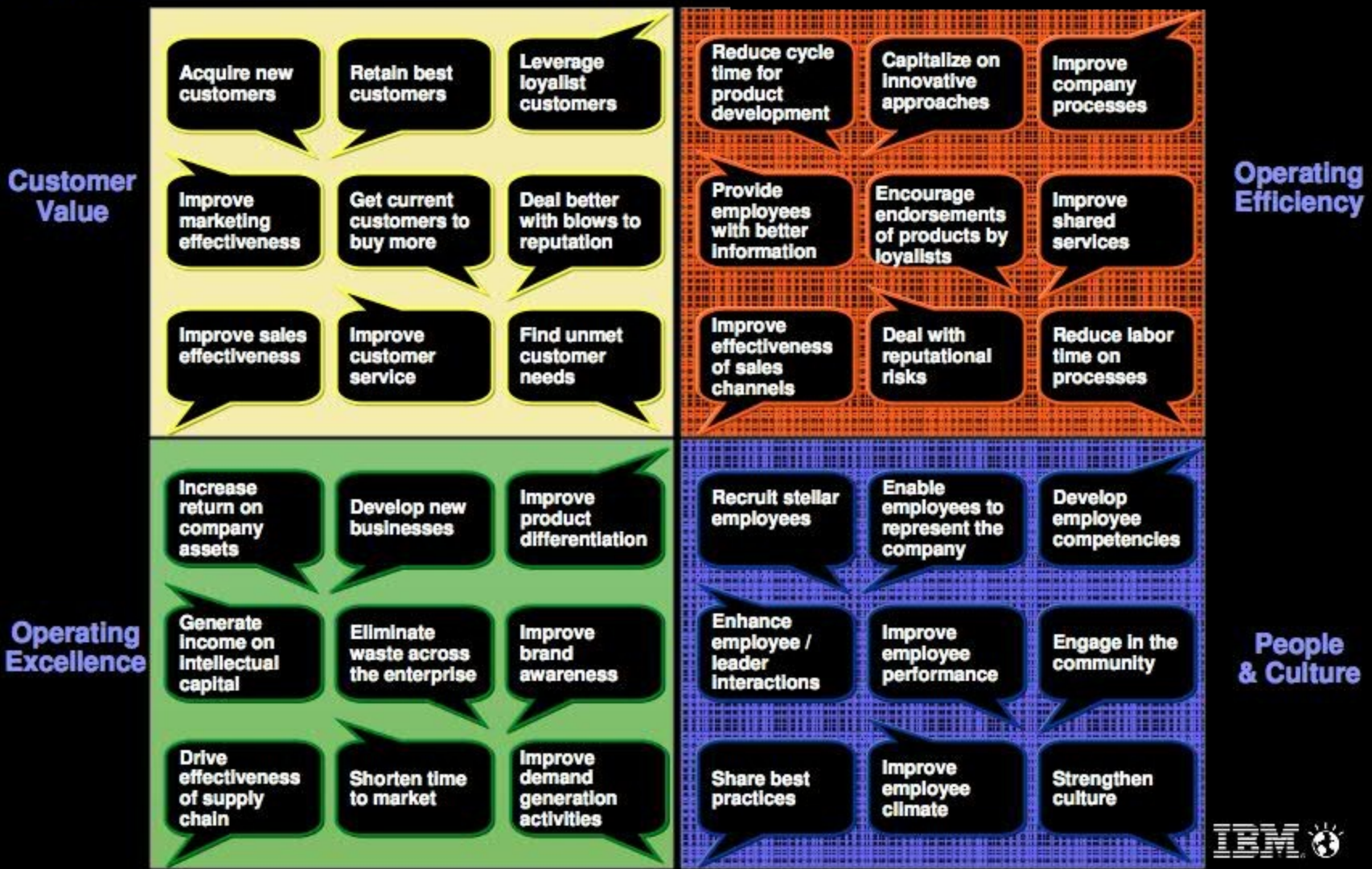




GEMS

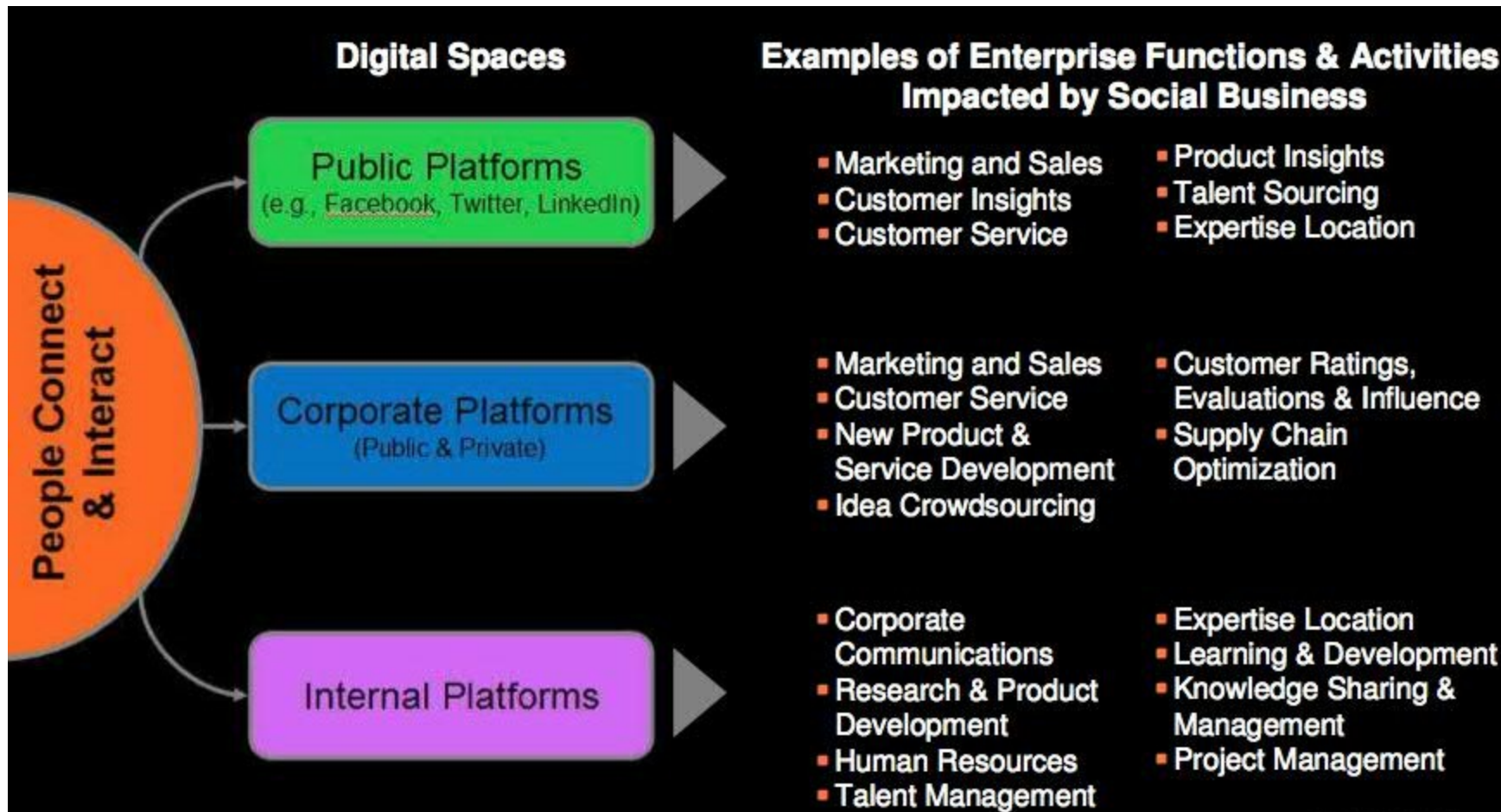


Organizations create value in many ways



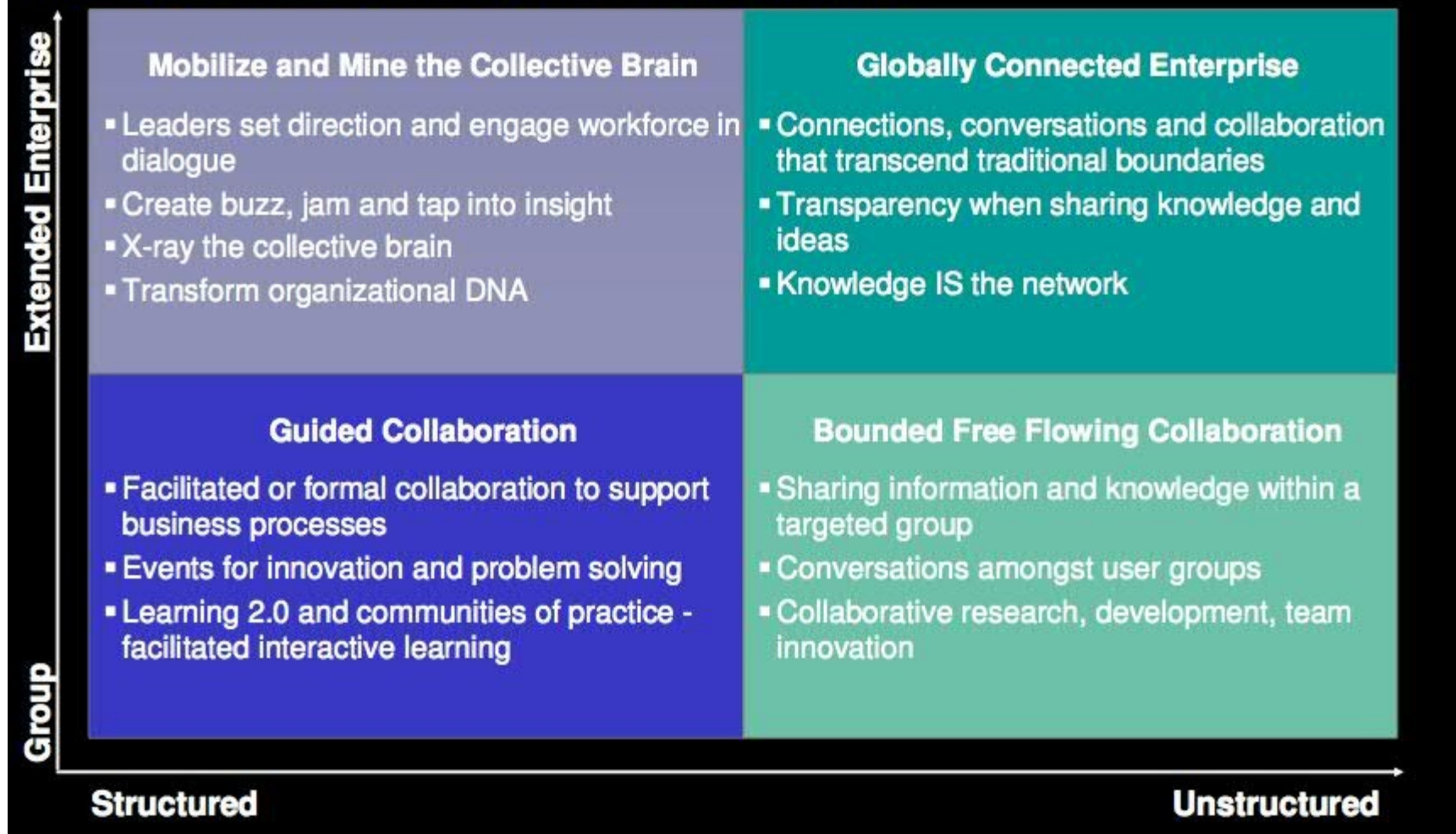


In a Social Business People connect in digital spaces, within and across and external to an Organisation to create value and meet business goals



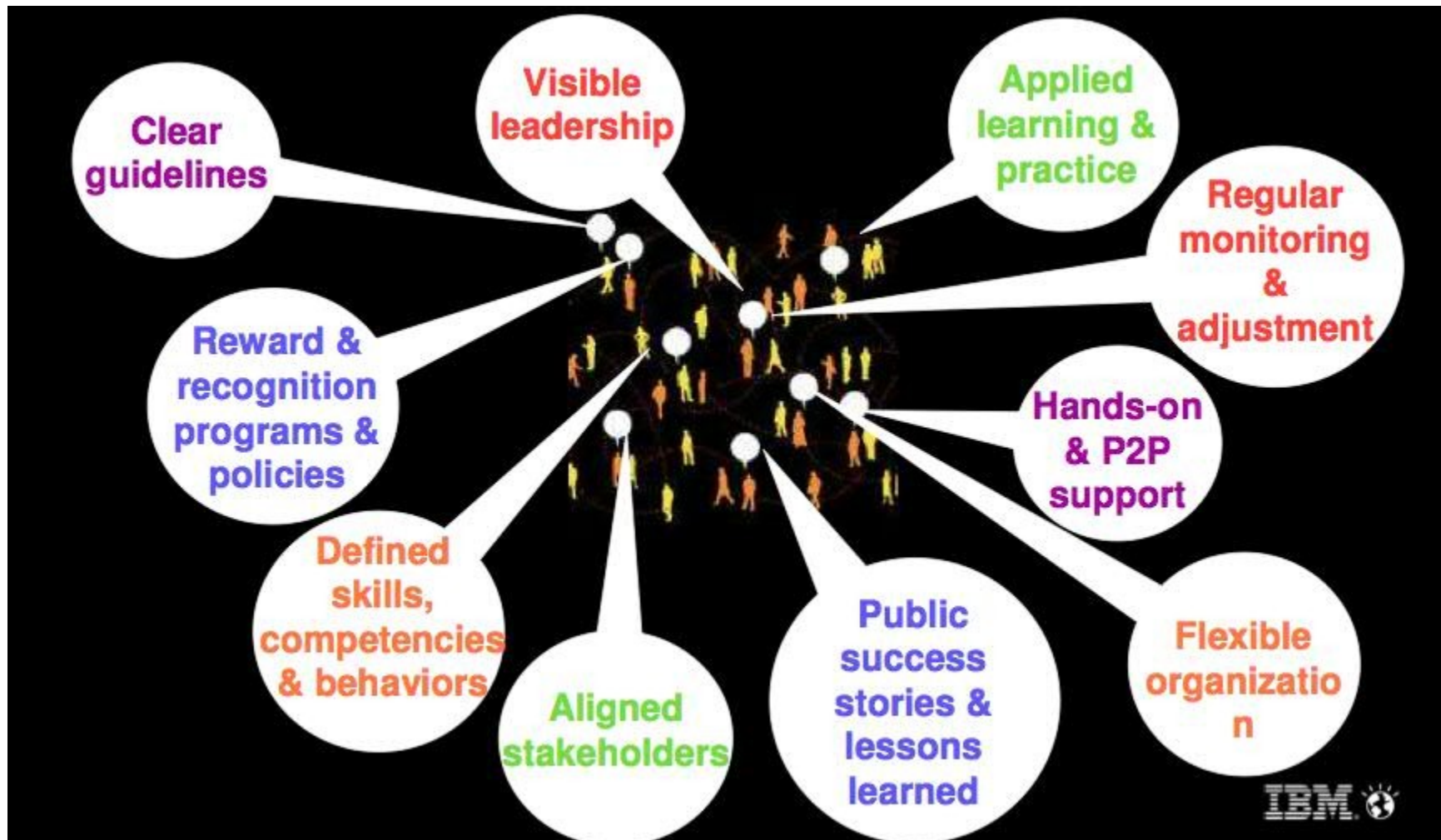


...leading to some common patterns and principles





In a Social Business is a journey that requires change leadership, guidance, support and a continual focus upon business & individual value





IBM Social Business Industries Symposium

Get Started. Get Results.

Sponsored by Wired Magazine

Orlando, Florida – Jan. 31 & Feb. 1, 2011

**Leadership, Innovation, Productivity:
How Social Business Can Take You There**

**Blair Klein, Executive Director
Emerging Communications, AT&T, Inc.**





Social Media Is not Just Another Marketing Tool

Social media provides an opportunity to reach people on a whole new level to include:

- 1 Customer Service
- 2 Public Relations
- 3 Employee Engagement
- 4 Loyalty-Building
- 5 Collaboration/Knowledge Management
- 6 Networking
- 7 Thought-Leadership
- 8 Customer/Employee Acquisition

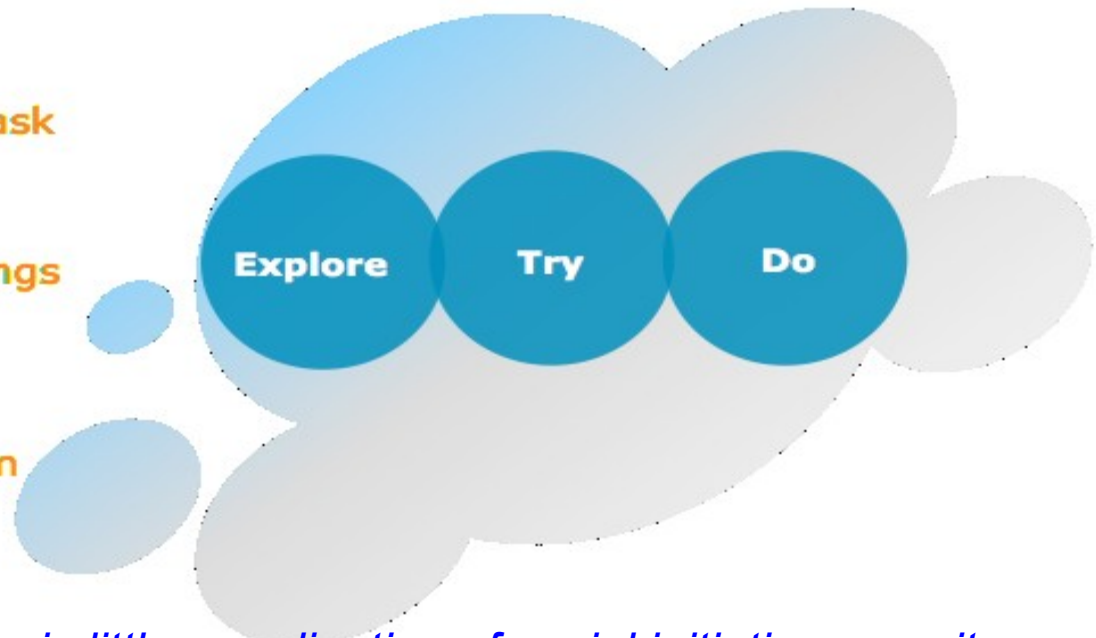
For the enterprise, the best way to quickly gain social media credibility is Customer Care. It's pretty much table stakes.





What AT&T learned

- Know your culture, your opportunities and your challenges
- Consider the dreaded Task Force
- Collect other key learnings and missteps
- Don't scoff at Legal's concerns... address them head-on up-front.



In most organizations, there is little coordination of social initiatives. . . . it is essential that enterprises establish a shared understanding of social technologies and trends, coordinate strategies and initiatives, and leverage investments. -

Gartner – Business Gets Social - 8 October 2010 ID Number: G00207424



Internal Social Media

Engaging Employees



- **Connect** globally -- develop professional network. Easily find resources and relationships that drive results
- **Collaborate** across business lines and time zones
- **Innovate** to leverage the power of the crowd, enhance thought leadership and generate new ideas
- **Increase** productivity while **decreasing** costs



tSpace Profiles Who are You?

WebPhone provides info from HR database...

Profiles allow employees define themselves and their expertise.

Use profiles to:

- Locate **subject matter experts**
- Enable **information sharing and knowledge management/retention**
- **Get to know co-workers** — interests, educational backgrounds, skills
- **Expand network** of professional colleagues

The screenshot shows a user profile for Mark Glyshaw on the AT&T tSpace platform. The profile includes a photo, name, title (Principal Technical Architect), location (St. Louis, MO), and a bio. It also lists various interests, favorite books, and a list of communities. The interface is clean and professional, with a navigation bar at the top and a sidebar on the left.



tSpace

Connection and Collaboration

Profiles

- Pre-loaded with employee information

Communities

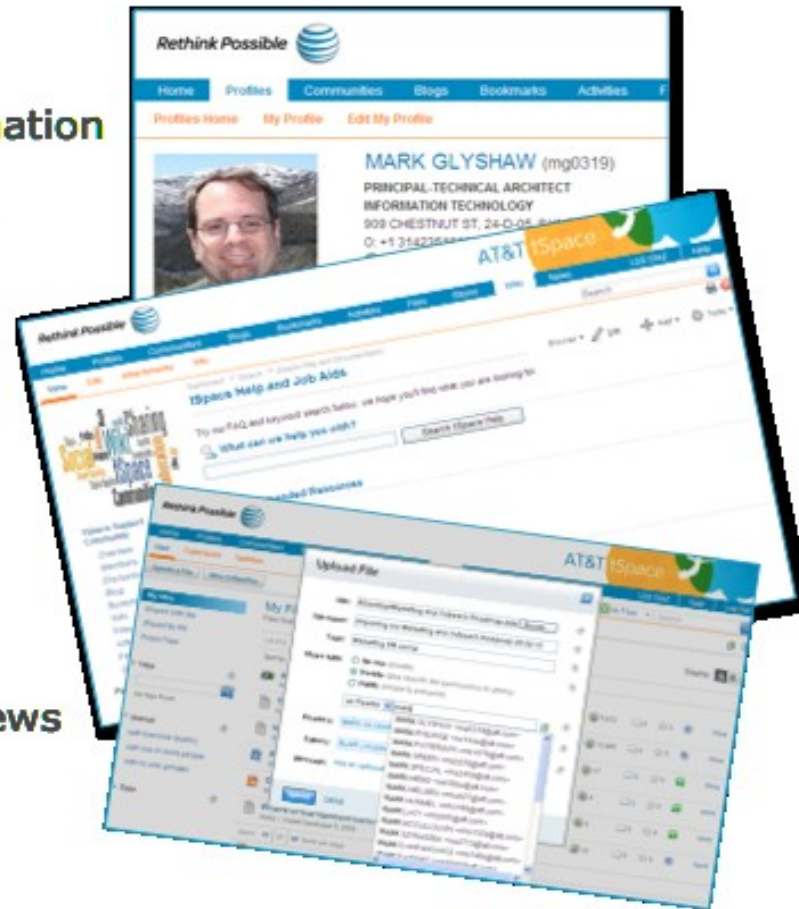
- Open, moderated and restricted
- File and info sharing

Blogs

- Individual and community
- Ratings, comments and tags

Wiki, Bookmarks, etc.

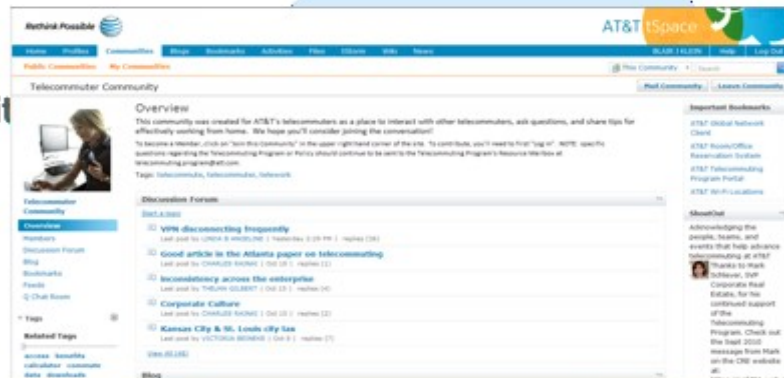
- Discussions vs. tStorms
- File sharing
- Site bookmarks, activities and news



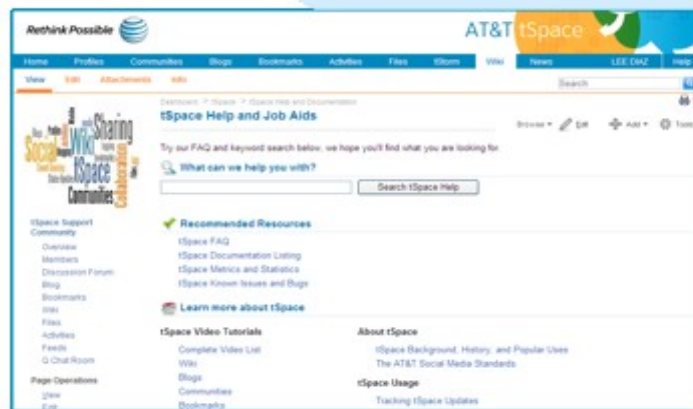


Communities Internal Collaboration

••••• A community can have its own blog, forums, bookmarks, activities, and more.

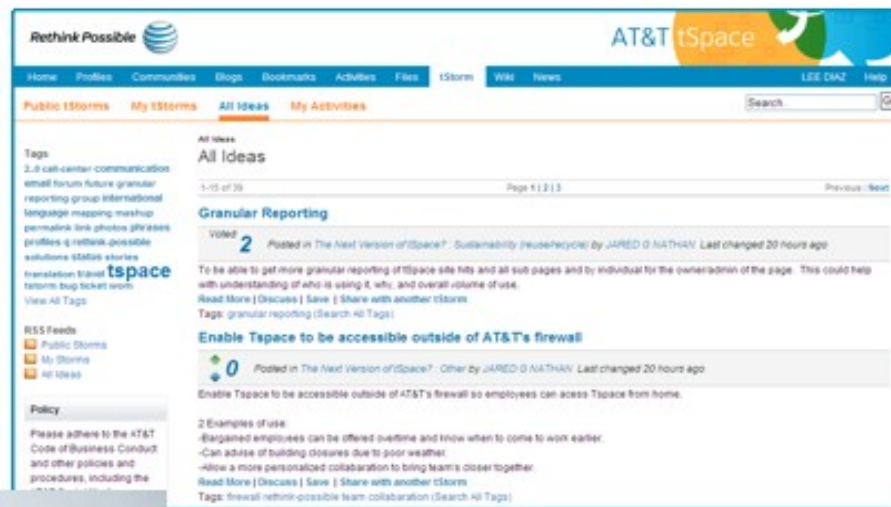


Wiki Collaboration and sharing





tStorms Brainstorming Made Easy



Files Improving how we Share



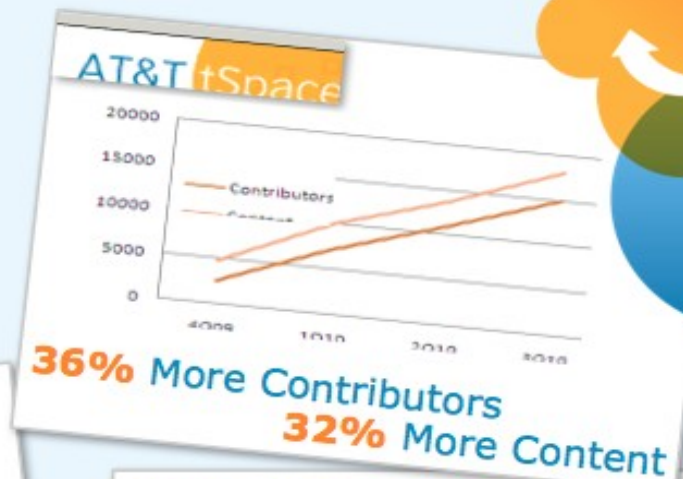
Social Media Highlights

We've seen 2600% growth YOY

Driving Adoption

Content
UP
in **EVERY**
Category

Profiles Updated	47%
News Stories	64%
Bookmarks	1%
Blogs	95%
Communities	54%
Wikis	3%
Files	90%
Activities	32%



UNPRECEDENTED Engagement

- Blog Entries up **78%**
- Blog Comments up **191%**
- Community Members up **128%**
- Forum Posts up **105%**
- File Shares up **78%**
- File Downloads up **270%**

38% More Members
105% More Tweets



Join the AT&T Twitter Tribe!



AT&T is one of the world's largest and most talked about brands, and we're in that more evident than on the popular microblogging tool, Twitter. Why not join the conversation? We're currently looking for new talent to join our tribe of digitally savvy employees on Twitter. This "Twitter Tribe" of employee ambassadors helps put a human face on our brand by sharing general news and key messages about company initiatives, products, and services. The Twitter Ambassador Program is not a marketing initiative, but rather a reputation program to create an ongoing, favorable brand association with consumers and key social media influencers through online, real-time employee dialogue and word of mouth. Members benefit from personal Twitter accounts, continually building their following and personal brand.

**Every good
conversation
starts with
good listening.**





CEMEX Social Business

- The world's largest building materials supplier and third largest cement producer.
- Founded in Mexico in 1906 with CEMEX has global operations in 50 countries in North America, the Caribbean, South America, Europe, Asia, and Africa.
- CEMEX had annual cement production capability of 82 million tons and over 25,000 employees.
- Operates on four continents, with 66 cement plants, 2,000 ready-mix-concrete facilities, 400 quarries, 260 distribution centers and 80 marine terminals.



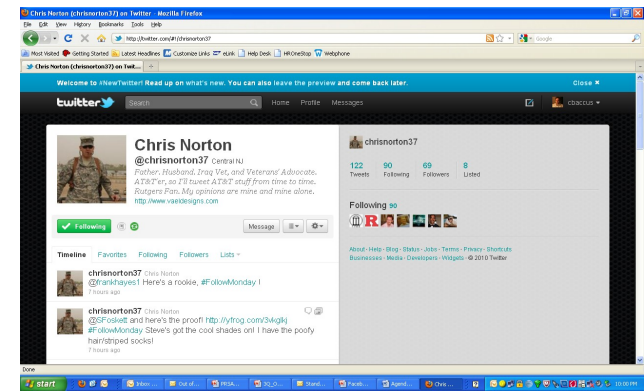
CMEX Social Business





Some Points in Closing

- The Importance of Executive Ownership
- Getting started 101 – Employee Profiles
- Performance Appraisal Systems
- “Gems” & Mining
- Virtual world = the Real World



5 Lessons Learned

- Show the business value
- Bring in all stakeholders, supporters and naysayers
- Educate and mentor leadership
- Showcase early adopters and wins
- Measure, measure, measure and report



The Next Steps . . .

IBM's Collaboration Assessment

IBM Collaboration Assessment Tool

Co-developed by the Aberdeen Group



Online tool & Report:

- to assess your current collaboration practices,
- to define the business benefits of integrating a collaboration solution including the value of connecting clients, employees and business partners to drive new revenue opportunities,



The Next Steps . . .

IBM's Collaboration Agenda Workshop

A structured approach to identify and prioritise business value opportunities

- **Aligns business objectives** with Social / Collaborative Capabilities
 - **Prioritizing key capabilities** by business impact and ease of implementation

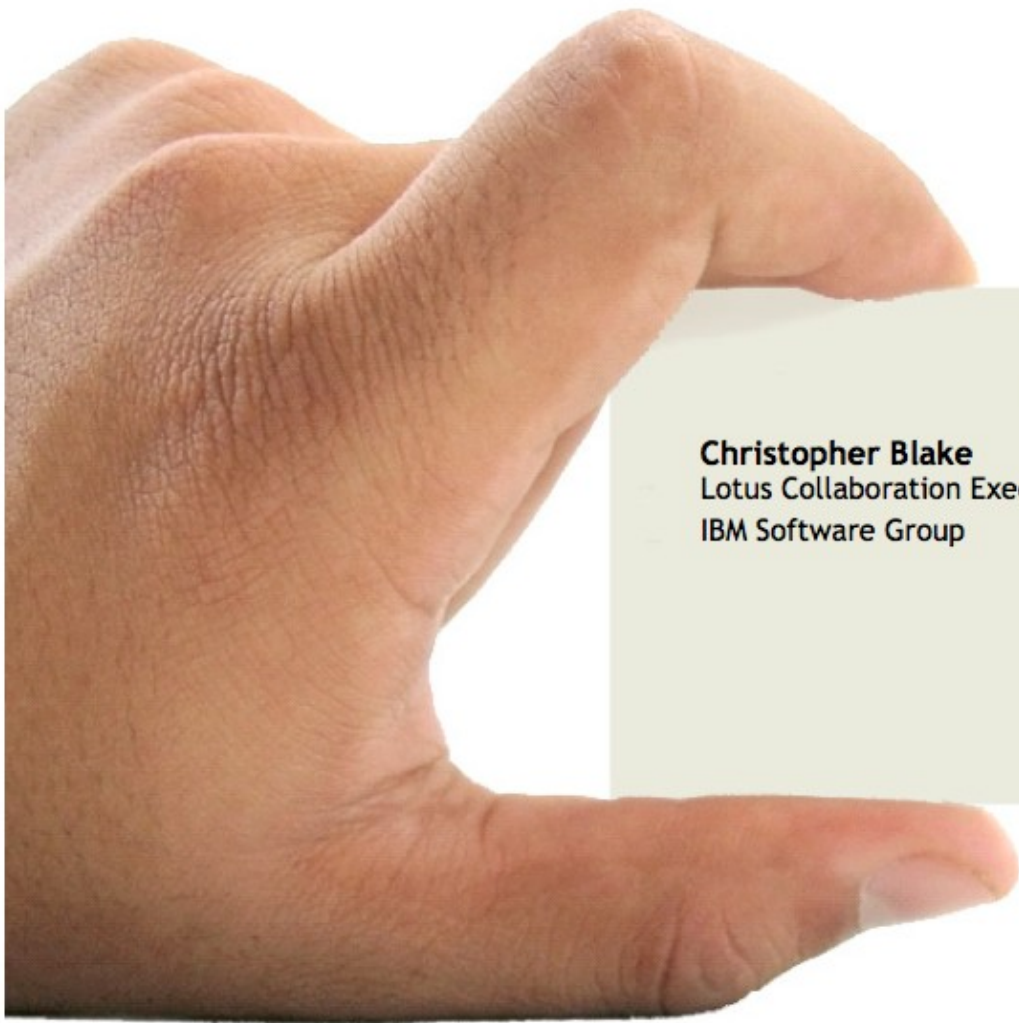
....and aligning the resulting 'Capabilities' back to the key business objectives

Day-in-the-Life (DITL) Visualization - providing a visualization of prioritized use case scenarios from the perspective of the target users

....and aligning back to the key business objectives

Assist in Business Case Development- in conjunction with a Business Value Assessment, to provide an estimate of the benefit opportunity, required investment, and financial returns





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